

## COMMERCIAL PROPERTY

# National ad films locally

Duxbury school property, home selected as sites for new commercial

By Kathryn Koch  
kkoch@wickedlocal.com

DUXBURY – In the heat of the day Monday, a production crew of more than 100 withstood temperatures in the 90s to begin work on a commercial for a new fragrance.

While Production Supervisor Henrietta Schwarz could not reveal the name of the client that has commissioned the photo shoot, she confirmed the crew was scheduled to be in Duxbury most of the week filming a commercial for a national product.

Models from Miami, New

York and Los Angeles traveled to Duxbury to film the fragrance commercial that may not be shown publicly for another six months.

Under large tents set up on Train Field in front of Duxbury Middle School – and in a private home down on the water later on – models and crew members quickly and efficiently got to work filming the commercial under the direction of fashion photographer Bruce Weber, president and director of Little Bear, Inc. of New York and Miami.

It's Schwarz's job to keep the crew happy and generally make sure all production needs are being met. As she describes it, her job is "an exercise in managed chaos."

Security helped keep the public away from the set, al-

though some of the filming was done out in the open. The crew had some access to the middle school but basically created a tent city all their own. Under one of the large tents looked to be a collection of clothes hanging on racks.

Even Duxbury Middle School Principal Blake Dalton stopped by at the beginning of the week to check out what was happening on the school property.

Schwarz said the crew has welcomed the cooperation they have received from the people of Duxbury, and she specifically credited Executive Assistant to the Town Manager Barbara Mello for her coordination efforts.

"The town of Duxbury has been amazing and helpful in getting everything set up here," she said.

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A tent city outside Duxbury Middle School serves as the base of operations for the fragrance commercial crew on location in Duxbury this week. STAFF PHOTO/KATHRYN KOCH